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Monopoly Fans Worldwide Decide Cat Token Will Make Purr-Fect Addition to Classic Game

Iron Gets Flattened After Fans Fail to Save the Classic Token

PAWTUCKET, R.I.--(BUSINESS WIRE)-- The next MONOPOLY game token to 'Pass GO!' and collect \$200 will be...the cat! After a month of voting on Facebook, and an overwhelming response from fans and organizations from 185 countries around the world, the cat has been chosen and will become the newest addition to the classic game from Hasbro (NASDAQ: HAS). The cat was able to scratch past the toy robot, guitar, helicopter, and diamond ring in the MONOPOLY "Save Your Token" campaign by receiving 31 percent of the fan vote.



Following a worldwide online fan vote, NBC's TODAY Show hosts, from left, Al Roker, Savannah Guthrie, Matt Lauer and Natalie Morales unveil the MONOPOLY game's newest addition - the cat token, Wednesday, Feb. 6, 2013, in New York. The cat replaces the iron token in the classic game. (Photo by Jason DeCrow/Invision for Hasbro/AP Images)

"We know that cat lovers around the world will be happy to welcome the new cat token into the MONOPOLY game," said Eric Nyman, senior vice president and global brand leader for Hasbro Gaming. "While we're a bit sad to see the iron go, the cat token is a fantastic choice by the fans and we have no doubt it will become just as iconic as the original tokens."

Hasbro held the MONOPOLY "Save Your Token" campaign on Facebook from January 9 through February 5, 2013. Fans can visit [Facebook.com/Monopoly](https://www.facebook.com/Monopoly) to bid farewell to the iron and view additional MONOPOLY "Save Your Token" campaign content.

About Hasbro

[Hasbro, Inc.](https://www.hasbro.com) (NASDAQ: HAS) is a branded play company dedicated to fulfilling the fundamental need for play for children and families through creative expression of the Company's world class brand portfolio, including TRANSFORMERS, MONOPOLY, PLAY-DOH, MY LITTLE PONY, MAGIC: THE GATHERING, NERF, LITTLEST PET SHOP and G.I. JOE. From toys and games, to television programming, motion pictures, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with innovative play and entertainment experiences, in a variety of forms and formats, anytime and anywhere. Learn more at www.hasbro.com.

In the vote to decide which classic tokens would be 'saved' by fans, the Scottie dog was a clear early favorite, eventually securing 29 percent of the vote. Meanwhile, supporters of the iron, wheelbarrow and shoe campaigned vigorously to save their favorite token from a lifetime in jail and ensure it would remain in the game. After a very close race, fans weren't hot for the iron. With only 8 percent of the vote, the iconic token fell behind the wheelbarrow and the shoe and will be pressed out of service from the MONOPOLY game for good. Despite being an integral part of life when the token was added to the game in the 1930s, the iron has fallen out of favor with today's fans and will be retired from the game.

Hasbro will begin to replace the iron with the new cat token on the MONOPOLY production lines immediately, so those who want to continue to play with the iron and the seven other classic tokens have a limited time to pick up the existing version of the game. The new MONOPOLY game featuring the cat token will arrive on store shelves in mid to late 2013.

HASGP

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20130206005967/en/>

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